

EMAKIN

vs THE COMPETITION

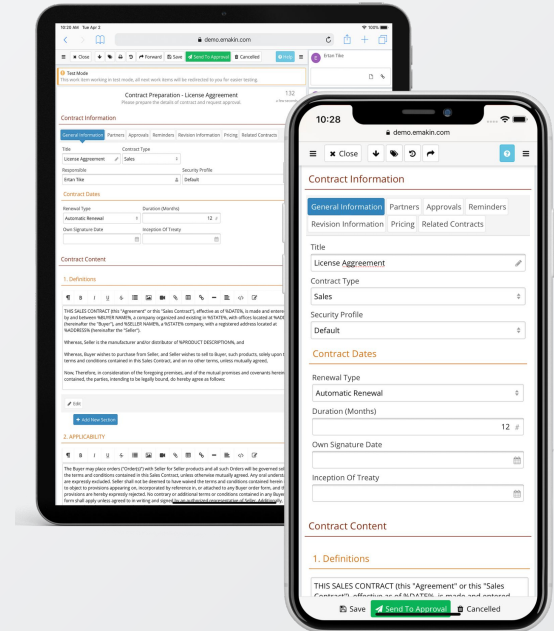


INTRODUCTION

“ How does Emakin compare to solution X, Y, or Z? That’s a very common question being asked all the time! Nonetheless, in the realm of **no-code / low-code platforms, business application development, process management, and digital automation**, we can assure you there’s no easy answer.

Every solution has its speciality, targeting different needs of the business market. Even when exploring common ground, oftentimes differing strategies are implemented, resulting in hardly comparable solutions.

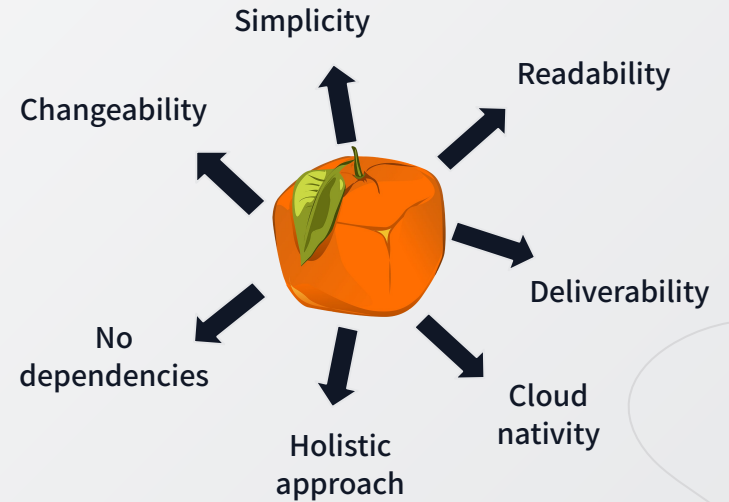
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The initial difficulty lies with the vagueness and broadness of the terms of comparison. Without clear boundaries, nor a well established common understanding, those terms overlap in considerable aspects.

Additionally, the business requirements raise demands that can be equally and successfully addressed from **different angles**, by applying the specific capabilities available from dissimilar platforms or solutions.

Emakin's innovation, growth, and maturity represent an important vantage point over the business market. This unique perspective and comprehensive understanding of the business challenges empowers Emakin to create its own path and follow it with confidence. We believe in our vision and are delighted to share it with you, by presenting Emakin's **essential drivers** and **main features**.



EMAKIN ESSENTIAL DRIVERS

01 Simplicity

Designing an application should be easy and straightforward, and that's why we put “**citizen developers**” in the driving seat of Emakin. They do not have to worry about data models, connections, schemas, or data sources. Instead, with a process-minded approach, they start by designing the workflow and the form(s), then match them together.

Of course, Emakin is not only a tool to cover basic needs; instead, it's designed to offer the right person what is needed at the right time. Like a matryoshka, people can dive deep into it and explore more complex features, allowing them to design advanced end-to-end solutions.



02 Readability

Emakin represents the flow chart of any application in a simpler and more understandable way than the regular BPMN diagrams. **This is a deliberate choice of Emakin in favour of readability.**

The main issue with BPMN diagrams is they quickly become very crowded with icons, boxes, and artefacts, making the big picture challenging to understand and thus forcing designers and developers to create auxiliary drawings for illustration purposes when discussing with business users. After some time, keeping the documentation relevant and up to date becomes a burden, falling behind, and ultimately being abandoned.

Emakin provides **a single flow chart model** that is used both for designing the process and displaying the whole workflow to business users. People can create and maintain applications more easily when they can refine and negotiate the requirements with application owners and business stakeholders on common ground.

03 Changeability

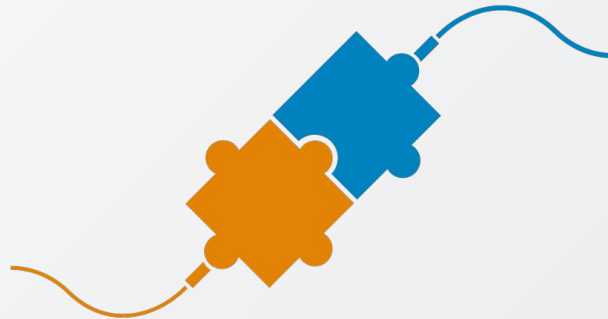
Change is inevitable. Starting from the earliest stages of the development process and even after going live and collecting information, change is inevitable. A regular system should bear this in mind and provide a solution at its best. Most of the products in the market highlight that it's easy and quick to design applications; however, they can't give an adequate answer when it comes to applying changes in the live environment. Emakin's two unique features solve this problem.

With the **Zero Delay** feature, development is very fast. The auto-save mechanism, no compilation, and no deployment make the development process really fast.

With the **Live Effects** feature, people can immediately benefit from updates, even if they are in the middle of an ongoing business process.

04 No dependencies

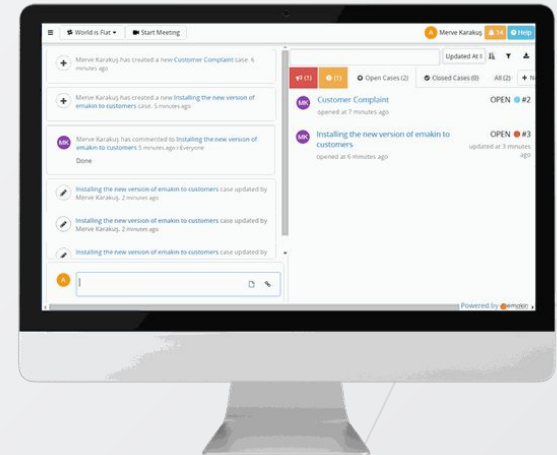
Emakin offers complete independence from third-party software or systems. This gives our customers the freedom of choice and flexibility they desire. Nevertheless, Emakin has native integration with popular cloud services, like **Microsoft 365** and **Google Workspace**.



05 Holistic approach

When it comes to developing an application, it is more than just managing a single process or designing a workflow and its form. You have to combine multiple processes, integrate them with each other, collaborate on them, upload independent documents, attach emails, listen to mailboxes, set statuses, etc.

Emakin's built-in **case management** feature helps you to overcome this complexity. It's like a dedicated mini workspace for a specific purpose that you can easily create and immediately start collaborating.



06 Cloud nativity

In today's world, being in the cloud is a must for any enterprise solution. We can proudly say that Emakin has been developed with a cloud architecture since 2010 when the initial foundations of Emakin were laid.

Cloud-nativity is quite promising as it enables enterprises to run software anywhere, offering high-productivity solution development, vastly simplified updates, accelerated introduction of new features, and flexible deployment. However, there are many varieties of being a cloud-based solution! Anyone interested in this subject should be careful before choosing and do their research well. **Emakin, in its entire purity, presents lots of options when it comes to cloud offerings and support.**

Emakin Public Cloud is the default environment for our customers, in which Emakin handles the hosting infrastructure. It is available in multiple regions around the globe and comes with high-availability options. Secondly, Emakin is compatible with all well-known cloud providers: **Google Cloud Platform, Microsoft Azure, Amazon Web Services** and **Huawei Cloud**. Therefore, when our customers have their own cloud environment, it's possible to provide Emakin in their existing private cloud environments. Lastly, Emakin can also be installed on-premises, making use of the customers' own server infrastructure.

07 Deliverability

Simplicity is desirable not only during application development but also for application deployment.

At deployment time, there's a lot of work that needs to be taken care of, such as workflow diagrams, form definitions, data models, rule definitions, reports, environment settings, etc. Continuous development, change requests, improvements, and bug fixes make the recurring frequency of deployments grow exponentially. **Great care must be exercised, and considerable time must be spent in a brittle process.**

Fortunately, Emakin provides a solution to this problem and solves it again in its own way. There are no DLL files, no scattered definitions, nor manual configurations when it comes to deployment. Everything is handled in a single deployable artefact. Just copy the file to the target environment and Emakin takes care of everything else. From data table creation to applying changes, all is handled automatically, smoothly, and swiftly by Emakin. If you still want more and even fully automate the deployment cycle, then **Emakin's built-in market infrastructure** is our answer to accomplish your request.



EMAKIN

Feature Highlights

FEATURE	DESCRIPTION
No-Code / Low-Code	Rapid creation of business-oriented applications, using intuitive and graphical tools, and collections of pre-made professional components.
Beginner friendly	Empowers citizen developers to build bespoke business applications, from simple to complex, aligned with contemporary best practices.
Universal application	Universal business applications are built only once (user interface, business logic, etc), yet are usable in any device (desktop, laptop, tablet, mobile) and screen size. The platform is optimized to achieve the best outcome with minimal development and maintenance efforts.
Mobility	Easily accessible web-based platform and business applications. Always ready to use everywhere, no installation nor setup required. Users enjoy complete freedom, being able to work locally or remotely.
Mobile ready	Existing mobile application readily available from Apple and Google app stores allows seamless access to custom business applications, fully leveraging the native capabilities of modern mobile devices.

FEATURE	DESCRIPTION
Multilingual user interface	Platform and business applications UIs support multiple languages.
User interface localisation	Full user interface localisation (e.g. dates, numbers, currencies), including proper handling of right-to-left (RTL) languages.
Acceptance & consent	Built-in framework for express user acceptance (e.g. EULA, ToS) and explicit user consent (e.g. personal data handling like GDPR).
Organisation chart	Comprehensive view of the organisation' structure (hierarchy, departments, positions, etc) facilitates onboarding and management.
Process management	User-friendly business process design, interactive execution, and activity monitoring dashboards.
Process statistics	Automated process statistics, continuously updated, and displayed in live process dashboards.
Worklist management	Efficient management of work items (a.k.a. tasks) in a single list, assisted by filters and tags.

FEATURE	DESCRIPTION
Task reminders	Automated and user defined reminders on pending tasks.
Task deadlines	Automated and user defined deadlines on time sensitive tasks.
Task delegation	Automated and user defined task delegation within the organisation.
External participants	Tasks can be assigned or delegated to external participants who are not a part of the organisation.
User notifications	User notifications of relevant events (e.g. deadlines and reminders) displayed inside the business applications and sent via email.
Audit trail	Detailed workflow history (timeline, tasks, and involved users) is collected and easily explored in graphical or table layouts.
Case management	Integrated case management capabilities facilitate collaboration.
Email monitoring	Built-in email monitoring converts messages into system actions and can interact with business processes and cases, on behalf of users.

FEATURE	DESCRIPTION
Collaboration channels	Structured and ad hoc communication channels provide a unified and productive collaboration platform for teams and user groups.
Video meeting	Integrated video conferencing tool for scheduled or ad hoc team and user group meetings.
Document archive	Built-in flexible and versioned document management system.
Document OCR	Automated OCR enables full text searching on managed documents.
Google Workspace	Google Workspace native integration included.
Microsoft 365	Microsoft 365 native integration included.
Document templates	Microsoft 365 native integration included.
Document editing	Web-based office integration enables seamless document editing (Word, Excel, PowerPoint, etc) without requiring additional software.

FEATURE	DESCRIPTION
SSO	Single sign-on support for seamless user authentication.
Active Directory	Microsoft Active Directory (LDAP) authentication integration included.
2FA authentication	Two-factor authentication (2FA) via SMS tokens.
Open authorisation	OAuth 2.0 standard for easy and secure access delegation.
Google account	Google account authorisation integration included.
Microsoft account	Microsoft account authorisation integration included.
Unified development tools	Development tools are an integral part of the platform itself, always compatible and available, with a familiar user interface, thus producing a unified development environment and experience.
Expert friendly	Empowers expert developers with advanced options to evolve simple working prototypes into full-blown business applications, while retaining complete control of business logic and application data.

FEATURE	DESCRIPTION
Agile development	Integrated development tools and processes make for a very productive workflow with extremely short feedback cycles. All development work is performed within a unified environment.
Zero delay	Fast development and immediate feedback are built into the platform's core, sustained by foundational hallmarks like automatic saving of changes, no compilation, no deployment, and live effects.
Live effects	Application and process modifications take effect immediately. The user interface is updated with a simple, quick page refresh. Ongoing business processes and tasks are updated automatically.
Process designer	Easy to use graphical process designer. Visual process workflow representations are understandable even by non-technical users.
BPMN 2.0	Business Process Modeling and Notation (BPMN) standard. Emakin makes use of a simplified graphical notation, based on BPMN principles, but easier to understand by non-technical users.
DMN	Decision Model and Notation (DMN) standard. Emakin supports the design of Decision Requirements Diagrams, and the specification of decision logic using both decision tables and FEEL expressions.

FEATURE	DESCRIPTION
Rules engine	A rules engine interprets and executes business rules and declarative decision logic that can be evaluated, tested, and verified independently of application code.
Process versioning	Business processes evolve and mature naturally. A flexible versioning mechanism is fundamental to cope with requirement changes, maturity levels, execution contexts, and concurrency.
Form designer	Easy to use graphical form designer. The WYSIAWYG technique makes editing and layouting accessible to developers of all kinds.
Powerful UI controls	Extensive collection of powerful and configurable UI controls enable the creation of modern, capable, and intuitive user interfaces.
Embeddable forms	Business application forms are embeddable into third-party web applications, providing for a unified user interface and experience.
AI-assisted translation	AI-assisted translation of user interface text (words and sentences) originating from both processes and forms. Emakin integrates with Google multilingual machine translation mechanisms.

FEATURE	DESCRIPTION
Data model auto-generation	Normally, forms and the underlying data models evolve in tandem. Emakin assists the developer by automatically creating and updating the data model in sync with modifications to the form design.
Data model designer	Easy to use graphical data model designer useful to create, explore, and modify business application data models. Visual data model representations are understandable even by non-technical users.
Complex data structures	Complex hierarchical data structures are fully supported by the data model designer, handled as effortlessly as the simpler data models.
RESTful API	A comprehensive programming interface can be used to drive both platform and business applications, and for information exchange.
Webhooks	Webhooks are a simple integration mechanism for web applications, providing automated communication of events and messages (data).

FEATURE	DESCRIPTION
Cloud-native architecture	One highly scalable, flexible, and resilient platform that runs on dynamic environments such as public, private, and hybrid clouds.
Cloud provider agnostic	Supports any cloud provider: Huawei Cloud, Amazon Cloud (AWS), Google Cloud (GCP), Microsoft Cloud (Azure), Oracle Cloud (OCI), etc.
Docker	Docker container image support.
Kubernetes	Kubernetes cluster deployment support.
Multi-relational databases	Emakin supports multiple relational databases: PostgreSQL, Oracle Database, and Microsoft SQL Server.
Multi-tenant cloud	SaaS offering based on multi-tenant deployment. Shared cloud instances allow cost savings and are the most affordable option, ensuring efficiency and scalability, while maintaining privacy.

FEATURE	DESCRIPTION
Multi-instance cloud	SaaS offering based on multi-instance deployment. Dedicated cloud instances per client (single tenant) are isolated by nature and cater to improved performance and additional flexibility (e.g. customisations).
Private / Hybrid clouds	The platform can be deployed on the client's private / hybrid clouds.
On-premises	The platform can be deployed on-premises, using the client's existing IT infrastructure, granted that Docker is available.
Custom services	The platform vendor provides, directly or through a partners network, custom development, deployment, and maintenance services.
Self-hosted / self-managed	The client can choose to take full responsibility for deploying and managing the Emakin platform. Maximal privacy is thus ensured.
Update channels	Public and private channels for distribution of updates to business applications and processes, with optionally automated installation.

FEATURE	DESCRIPTION
Deployment environments	Multiple deployment environments are supported (e.g. development, testing, quality assurance, acceptance, production, etc).
Application packaging	A complete application (dashboards, forms, processes, data, etc) is packaged into a single, deployable artefact for easy distribution and flawless installation across environments.
Data consistency	Data is an integral part of an application, continuously evolving in tandem. Application and data compatibility is ensured across versions and environments, facilitating development and deployment.

Main target audience

Everyone
Business Users
Application Developers
System Administrators

CONCLUSION

Emakin is proud to be a complete solution, offering dozens of core business features. Of course, there are other solutions in the market that partially provide somewhat similar features. Nevertheless, we strongly believe Emakin is the clear winner. Nevertheless, Emakin is continuously evolving, always looking for ways to better meet the business needs of our clients. **Together we walk the path to success.**

Our highly integrated, advanced, and unique platform is extremely powerful and yet welcoming like no other. The productive and friendly collaboration between business users, citizen developers, and administrators remains unmatched. The evidence comes from our clients that, after adopting the Emakin solution, were able to optimise critical business processes, increase productivity, grow revenue, and maximise their business potential.

Please visit www.emakin.com or [contact us](#) for more information. We would be delighted to assist you.